

When to apply:

When a certified partner has a Non-forecasted Cisco opportunity.

When to apply:

When specialised partners have a focused business practice on specific technology.

When to apply:

When partner has an opportunity with trade-in of customer's installed base of Cisco products and/ or Competitive products.

When to apply:

When certified partner has a plan to focus on trade-ins to drive incremental business.

When to apply:

SMB specialised partner who are Select or Premier certified have sales of Cisco SMB products.

When to apply:

Assists partners in setting up their showroom or lab to demonstrate Cisco technologies.

When to apply:

When certified partner have a repeatable solution with one reference account (within 12 months).

OIP (Opportunity Incentive Program) and OIP D (Opportunity Incentive Program Development)

Rewards channel partners who actively identify, develop, and win new customers and non-forecasted opportunities in targeted market segments.

What is the program about? It incorporates deal registration to protect the partner's pre-sales investment and enable focus on delivery to win the opportunity. Here, the approved partner will be granted an upfront discount*. (for 1 and 2 tier)

*Conditions apply, for more details: [AUS: http://www.cisco.com/web/ANZ/partners/promotions/oip/oip_australia.html](http://www.cisco.com/web/ANZ/partners/promotions/oip/oip_australia.html)

VIP (Value Incentive Program)

Rewards specialised partners who have a focused, robust business in selected technology areas, like Unified Communications, Wireless LAN and Security.

What is the program about? This program allows partners to earn rebates* upon achieving the program objectives such as revenue targets, CSAT scores and other specific criteria.

*Conditions apply, for more details: <http://www.cisco.com/web/ANZ/partners/promotions/vip/index.html>

CTMP (Cisco Trade in Migration Program)

Provides an opportunity for partners to generate opportunities in their installed base, and Improves partner profitability.

What is the program about? This program provides dollar credit for trade ins*. Trade in credit calculations are based on the eligible equipment traded-in and eligible equipment traded-to. A CTMP quote is provided to the partner from Cisco. (for 1 and 2 tier)

*Conditions apply, for more details: <http://www.cisco.com/web/ANZ/partners/promotions/ctmp/index.html>

TAP (Trade in Acceleration Program)

Reward partners for driving network upgrades (increased profitability), or updating customer's IT/network capabilities, or target huge installed base trade-in opportunity.

What is the program about? This rebate program encourages partners to increase their levels of trade-ins. Partner has to enrol in the program to qualify for rebate* based on total qualified trade-in credits.

*Conditions apply, for more details: <http://www.cisco.com/web/ANZ/partners/promotions/tap/index.html>

PDF (Partner Development Fund)

Rewards channel partners on their sales of Cisco SMB products.

What is the program about? This is a rebate* incentive program for partners who will need to maintain their SMB specialisation as well as their Select or Premier certification. The payment will be quarterly, with a 2% rebate based on purchases of SMB designated products & services (refer to Qualified Product List)

*Conditions apply, for more details: <http://www.cisco.com/web/ANZ/partners/smb/pdf/index.html>

NFR (Not For Resale)

Assists partners in setting up their showroom or lab to demonstrate Cisco technologies.

What is the program about? This program helps you set the stage in your showroom or lab to demonstrate the power and performance of Cisco technologies, and win customers over – with attractive discounts when you buy selected Cisco hardware and software demo kits*.

*Conditions apply, for more details: <http://www.cisco.com/web/ANZ/partners/promotions/nfr/index.html>

SIP (Solution Incentive Program)

Rewards partners that develop and sell solutions that integrate proprietary or third partner business applications and services with Cisco technology.

What is the program about? This program provides a financial advantage (via upfront* discount) for investing in solutions that include Cisco products. Partners must first complete a Go-To-Market plan and get approval from Cisco before registering deals for the programmatic discount.

*Conditions apply, for more details: <http://www.cisco.com/web/ANZ/partners/promotions/sip/index.html>